

**BAL HARBOUR VILLAGE RESORT TAX COMMITTEE**  
**REGULAR MEETING MINUTES – JULY 11, 2013**

A Regular Meeting of the Bal Harbour Village Resort Tax Committee was held on Thursday, July 11, 2013, in the Conference Room at Bal Harbour Village Hall (655 – 96<sup>th</sup> Street, Bal Harbour, Florida).

The meeting was called to order at 9:23 a.m. by Mayor Rosenfield.

**1. CALL TO ORDER/ROLL CALL:** The following members were present:

Mayor Jean Rosenfield, Chair  
Gilberto Garcia-Tunon<sup>1</sup>  
Angelica Lenox  
Richard Lodes

Absent: Bruce Gelb  
Michael M. Krop  
Sandra S. Lansing

Others Present: Councilman Martin Packer<sup>2</sup>  
Jay Smith, Interim Village Manager  
Ellisa L. Horvath, MMC, Village Clerk  
Carolyn Travis, Director of Tourism Marketing

**2. PLEDGE OF ALLEGIANCE:** The pledge was led by Councilman Packer.

The meeting was stopped at 9:24 a.m., until Mr. Garcia-Tunon arrived. The meeting commenced at 9:30 a.m.

**FINANCIAL UPDATE REPORT:** Mr. Wallace reviewed the report provided in the agenda.

**3. APPROVAL OF MINUTES:** *Marco Selva, St. Regis Bal Harbour*, requested that his comments on page 2 be clarified, to note that the St. Regis was the largest contributor of resort tax and not to specifically compare the St. Regis to the Quarzo.

*A motion was offered by Mr. Lodes and seconded by Ms. Lenox to approve the June 13, 2013 Regular Meeting Minutes, as clarified. The motion carried (4-0).*

**4. FINANCIAL UPDATE REPORT:** This item was discussed earlier in the meeting.

**5. DIRECTOR OF TOURISM MARKETING REPORT – CAROLYN TRAVIS:** Ms. Travis reviewed her report, provided in the agenda.

---

<sup>1</sup> Mr. Gilberto Garcia-Tunon arrived after the Pledge.

<sup>2</sup> Councilman Packer left the meeting during review of the Branding Proposals.

The following was highlighted:

**Branding:** Ms. Travis reviewed the following three proposals for brand development: The Doner Agency, Partners + Napier, and Karen Slade.

***Marco Selva - St. Regis Bal Harbour***, spoke in favor of a new brand development for the Village.

**The Doner Agency:** Ms. Travis reviewed the proposal (\$15,000.00 - \$25,000.00, depending on the hours spent), which was her second choice.

Ms. Travis discussed the process to have one on one meetings with the Village's key stakeholders, followed by a branding workshop meeting.

***Rikki Boparai - ONE Bal Harbour***, questioned if the same person who represented the Ritz Carlton, from Doner, would represent the Village. Ms. Travis advised that they would.

**Partners + Napier:** Ms. Travis reviewed the proposal (\$45,000.00, which she thought could be negotiated), which was her first choice, based on their case studies.

Mayor Rosenfield questioned the need to look at the brand. Ms. Travis discussed the changes in the Village, since the last time the brand was looked at four years ago. Ms. Lenox agreed and explained that the Village now had more hotel presence, etc. that needed to be defined as part of the brand. Mr. Lodes discussed the St. Regis, which was the biggest change to the Village, as well as the Shops being named the number one shopping center in the world. He spoke in favor of the brand development. Mayor Rosenfield discussed the need for a cohesive statement. Ms. Travis reported that the cost for the brand development would come from the current year's budget.

**Karen Slade - Strategic Brand Consultancy:** Ms. Travis reviewed the proposal (\$41,400.00), which was her third choice.

***Marco Selva – St. Regis Bal Harbour***, would like to provide some names and suggested that the process be delayed a month, to receive additional proposals.

Ms. Travis noted that delaying the process would push the creative to the Fall.

The Committee discussed meetings for July (branding), August (budget), and September (creative).

Ms. Lenox suggested looking at who similar destinations used (Beverly Hills, etc.). She requested that the proposals be provided electronically. Mrs. Horvath noted that all of the agendas and backup material were provided on the Village's website. Ms. Travis will provide all of the proposals online.

Mayor Rosenfield questioned who the GMCVB used. Ms. Travis reported that the GMCVB used Turkel, which the Village had used in the past.

***Marco Selva – St. Regis Bal Harbour***, requested that the proposals be sent in advance, for feedback to be provided.

It was the consensus of the Committee to have the following done for the next meeting: proposal from Partners + Napier, recommendations from the St. Regis, and agencies used by small destinations (such as Beverly Hills, Hamptons, etc.). Ms. Travis will provide the end proposals, after she has negotiated them.

The next meetings are scheduled for July 25, 2013, at 9:00 a.m. (brand) and August 8, 2013, at 9:00 a.m. (budget).

**6. OTHER BUSINESS:**

**Rikki Boparai - ONE Bal Harbour General Manager and Representative of the ONE Bal Harbour Hotel Association and Condo Association**, voiced concern about the Ordinance that would allow the Quarzo to place a storage box on the beach. Mrs. Horvath noted that second reading of that proposed Ordinance was scheduled to be on the September Council Meeting Agenda.

**7. ADJOURN:** There being no further business, the meeting was adjourned by consensus of the Committee at 10:24 a.m.

Attest:



Ellisa L. Horvath, MMC, Village Clerk



Mayor Jean Rosenfield